

## REMARKS

Applicants respectfully request reconsideration of the present application in view of the foregoing amendments and in view of the reasons that follow.

Claim 1, 9 and 11 are currently being amended. Support for the amendment to claim 1 can be found in the specification at least on page 9, lines 24-32 and on pages 10-11, bridging paragraph. Claims 9 and 11 have also been amended due to the features added to claim 1.

This amendment changes claims in this application. A detailed listing of all claims that are, or were, in the application, irrespective of whether the claim(s) remain under examination in the application, is presented, with an appropriate defined status identifier.

After amending the claims as set forth above, claims 1-7 and 9-13 are now pending in this application.

### *Objections*

The disclosure was objected to for minor informalities. In general, the specification has been amended as suggested in the Office Action, thus overcoming the objection. With respect to the “Y symbols” on page 11, however, applicants note that these symbols are units of currency, and are in proper form.

### *Rejections under 35 U.S.C. § 103*

Claims 1-4 and 7 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over JP 11-126021 to Yasuhiko (“Yasuhiko”) in view of U.S. Patent No. 6,336,099 to Barnett et al. (“Barnett”). Claims 5 and 6 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over Yasuhiko and Barnett in view of U.S. Patent No. 6,961,710 to Yanagisawa et al. (“Yanagisawa”). Claims 9-13 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over Yasuhiko in view of U.S. Patent No. 6,076,068 to DeLapa et al. (“DeLapa”). Claims 11-13 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over Yasuhiko in view of DeLapa and further in view of Official Notice. Applicants respectfully traverse these rejections for at least the following reasons.

Independent claim 1, as amended, recites "a point-of-sales (POS) system as the sales management system for storing and managing sales and customer data", "a statistical data processor that issues a receipt ID based on commodity purchase and customer demographic data entered via the POS system as the sales management system and retrieves commodity and customer data using the receipt ID for statistical processing" and "wherein the image forming unit prints out a leaflet having edited information of the advertisement and guidance information and the information on specials selected by the information selector based on a result of the statistical processing performed by the statistical data processor, and in the POS system, sales and customer demographic data are retrieved based on the receipt number, the result of retrieval is sent to the information selector for retrieving information on specials according to the amount of money and advertisements according to the customer demographic data from the map and advertisement database, thus a special- and advertisement-added map on the advertiser being printed out". Thus, in claim 1, the receipt ID is entered via a point-of-sales (POS) system, where the POS system is a sales management system for storing and managing sales and customer data, and in the POS system the sales and customer demographic data are retrieved based on the receipt number, where a special-added and advertisement-added map on the advertiser is printed out. The references applied in the rejection of the claims fail to disclose this combination of features of claim 1.

Yasuhiko discloses a flyer advertisement where a paper 2 is printed with advertisement display regions 3 including maps 6 of specific areas, and plural advertisement display regions 4 and coupon ticket display regions (abstract). Yasuhiko, however, does not disclose that its flyer advertisement is formed based on sales and customer demographic data in a POS system retrieved based on a receipt number, nor does it disclose a special-added and advertisement-added map on the advertiser printed out on the flyer.

Barnet fails to cure the deficiencies of Yasuhiko. Barnett discloses printed coupons 18, which when redeemed, are transmitted to a coupon redemption center 13, where user specific information is stored in a coupon redemption database 12 (col. 7, lines 12-20). The coupon redemption center 13 distributes information read from the coupons 8 to the

individual coupon issuer 14 and coupon distributor 16, where user-specific data is distributed to the coupon distributor 16, which collates the user information and performs market analysis in order to compile coupon packages targeted at certain user categories (col. 7, lines 36-51).

Barnett, however, fails to suggest that its coupon packages are formed based on sales and customer demographic data in a POS system retrieved based on a receipt number, nor does it disclose a special-added and advertisement-added map on the advertiser printed out on the coupons of the package. Thus, even if Barnett were combined with Yasuhiko, the result would not meet the limitations of claim 1.

Yanagisawa and DeLapa were cited for other features of the claims, and fail to cure the deficiencies of Yasuhiko and Barnett.

The dependent claims are patentable for at least the same reasons as independent claim 1, from which they all ultimately depend, as well as for further patentable features recited therein.

Applicants believe that the present application is now in condition for allowance. Favorable reconsideration of the application as amended is respectfully requested.

The Examiner is invited to contact the undersigned by telephone if it is felt that a telephone interview would advance the prosecution of the present application.

The Commissioner is hereby authorized to charge any additional fees which may be required regarding this application under 37 C.F.R. §§ 1.16-1.17, or credit any overpayment, to Deposit Account No. 19-0741. Should no proper payment be enclosed herewith, as by a check or credit card payment form being in the wrong amount, unsigned, post-dated, otherwise improper or informal or even entirely missing, the Commissioner is authorized to charge the unpaid amount to Deposit Account No. 19-0741. If any extensions of time are needed for timely acceptance of papers submitted herewith, Applicant hereby petitions for

such extension under 37 C.F.R. §1.136 and authorizes payment of any such extensions fees to Deposit Account No. 19-0741.

Respectfully submitted,

Date

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